

## ABSTRACT

An apparatus and method for enabling screen brightness of a display unit to be adjusted automatically according to display brightness, thereby improving the visibility of the display screen to a viewing user. A brightness adjusting system including a gray scale gradation evaluator 20 for calculating the display brightness in a certain window displayed on the screen of a display unit and a display controller 30 for controlling the screen brightness of the display unit according to the display brightness in the certain window, calculated by the gray scale gradation evaluator 20, is provided for.